

Executive Summary

The automotive vertical, as defined by the U.S. government, represents an estimated \$15.1 billion of local advertising spending in 2019 according to BIA's forecast. It consists of five sub-verticals:

1. Auto dealers, local dealer associations & manufacturers
2. Other motor vehicle dealers
3. Auto parts & accessory stores
4. Tire dealers
5. Gas stations & auto repair

Auto dealers, local dealer associations and manufacturers, constituting the largest sub-vertical of automotive ad spending, is projected to spend \$11.3 billion on local advertising in the U.S. during 2019. This advertising spend represents nearly 76 percent of the total defined vertical and should be a focus of media and platform companies' automotive activity.

There are approximately 16,802 new vehicle auto dealers in the United States. NADA reports the average auto dealer dropped ad spending approximately 1.4 percent in 2017. The average car dealers spend 8.5 percent of gross on advertising.

We estimate that other motor vehicle dealers, including those selling motorcycles and RVs, will spend more than \$1.02 billion on U.S. local advertising in 2019.

To bring this data into context, this report offers:

- A comprehensive examination of traditional and digital/online advertising spend for each of these categories.
- Tracks the distribution of automotive advertising spending by media and online spending for 2019 and 2023.
- Profiles the largest 25 automotive markets in the U.S. and provides an estimate of the

per capita spend for the local automotive vertical and its sub-verticals in the top 10 markets in 2019 (see Table 3, page 13).

The report offers prescriptive advice to both media and platform companies on approaching and driving revenue within the industry.

Read the report to:

- Examine the top 10 automotive markets in the U.S. and get an estimate of the per capita spending for the local automotive vertical and its sub-verticals in the top 50 markets in 2019.
- Track usage of traditional and digital media for advertising and promotion and which media is growing share.
- Explore media's impact on how consumers search for, purchase and maintain automobiles, as well as how consumer behavior affects marketing and media spend.
- Review nationwide spending for key auto categories - tire dealers, parts and accessories, auto repair, gas stations, other vehicle dealers (motorcycle/RV)

The data featured in the report are drawn from BIA Advisory Services' local market intelligence dashboard, [BIA ADVantage](#), including:

- [U.S. Local Advertising Forecast](#)
- [Local Market Forecasts](#)
- [SAM™ Survey of Advertising and Marketing Behaviors of Businesses](#)
- [MEDIA Access Pro™](#) database covering the broadcasting and publishing industries.